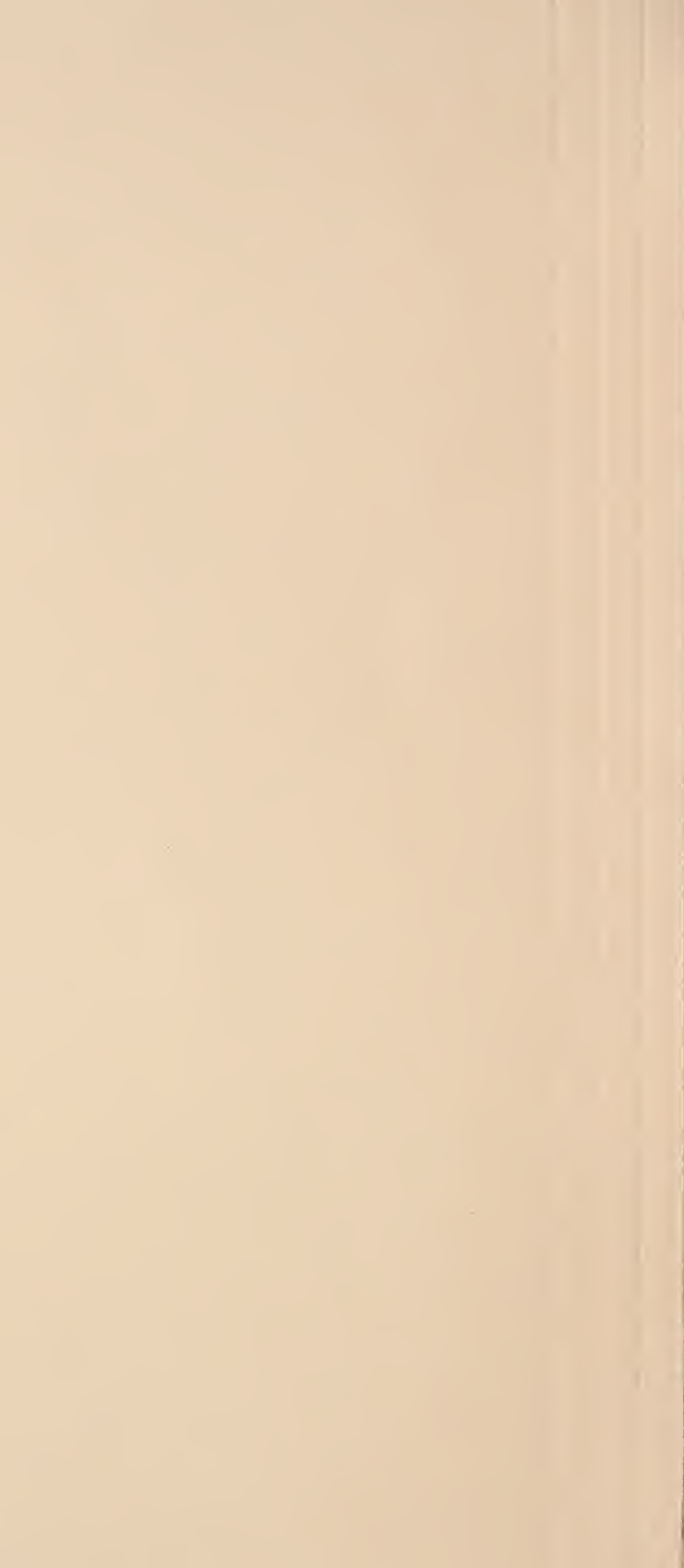


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YOUR PLENTIFUL FOODS PROGRAM

A MARKETING AID

- for the producer
- for the food trades
- for the consumer

U.S. DEPARTMENT OF AGRICULTURE
CONSUMER AND MARKETING SERVICE
PA-686

The Plentiful Foods Program

The Plentiful Foods Program is designed to get food through normal trade channels. This is accomplished through the cooperation of food distributors, food service establishments, and the U.S. Department of Agriculture in the merchant's chain of supply. The program is available in abundant supply.

It is one of the Consumer Food Programs of the U.S. Food Service.

THE MARKETING SYSTEM

America's food marketing system is a tremendous enterprise of service to the entire Nation.

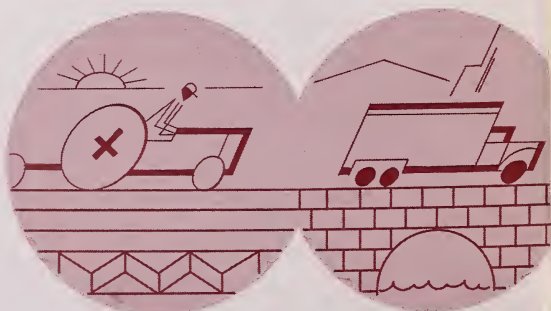
It is a sensitive mechanism—quickly reflecting shifts in supply, the disaster of crop failures at one extreme, the excessive bounties of nature at the other. It is equally responsive to variations in consumer demand.

An orderly flow of foods through marketing channels smooths production variations, increases farm income and results in more efficient merchandising by the food industry. Thus consumers are assured of a greater variety and abundance of high-quality foods.

The Plentiful Foods Program helps to achieve this orderly marketing through timely and coordinated promotion, advertising, merchandising and publicity. C&MS food marketing specialists are stationed in principal cities throughout the Nation to enlist maximum cooperation from the food trades in achieving this more effective marketing.

HOW THE PROGRAM OPERATES

The Plentiful Foods Program directs consumer attention to foods in plentiful supply, both through regular trade and information emphasis and through special merchandising drives.



The Plentiful Foods Program

The Plentiful Foods Program is designed to help increase the marketing of food through normal trade channels. This is accomplished through cooperation of food distributors, food service establishments and allied groups with the U.S. Department of Agriculture in the merchandising and promotion of foods available in abundant supply.

It is one of the Consumer Food Programs of USDA's Consumer and Marketing Service.

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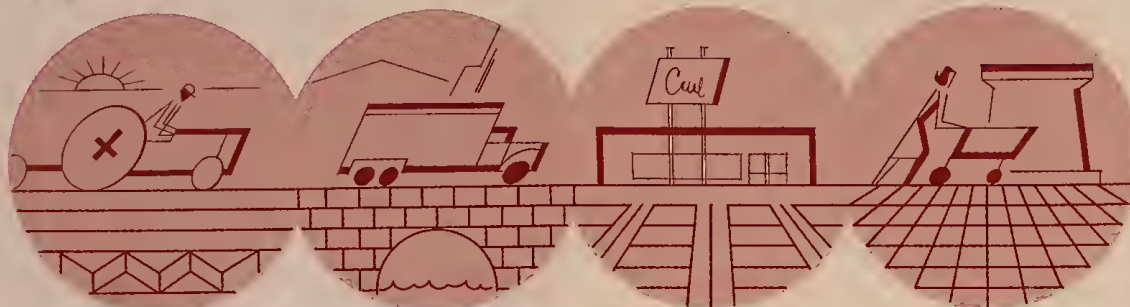
As a monthly service, USDA compiles a list of plentiful foods—employing all of its fact-finding services to determine those foods which are likely to be in such abundant supply that they will need additional merchandising attention.

Foods designated as plentiful are generally:

- In such supply that they are having or are expected to have marketing difficulties unless special action is taken.
- Available in wholesale and retail channels and public feeding establishments throughout the country.
- A commonly used product, not considered a luxury food.

Regional variations in the plentiful foods designations may be made according to the supply situation in each of five areas of the Nation served by a Food Distribution Area Office of the Consumer and Marketing Service.

Information on the plentiful foods is issued monthly in two bulletins. One is directed primarily to the food distributor trades and contains supply information and merchandising hints. The other is directed to the food service industry and contains recipes, menu-use ideas and suggested dates for special menu tie-ins. Both bulletins are issued well in advance of the month to which they apply in an effort to obtain the industry's aid in stimulating greater sales of the plentiful foods.



SPECIAL PROGRAMS

A special industry-government campaign is undertaken when a food faces an especially difficult marketing situation. A special program is an intensification of the regular plentiful foods activity, employing special bulletins and fact sheets, news releases, spot announcements for radio-TV and other promotional means to focus attention on the particular food.

Where it is believed that a Special Program would be helpful:

- It is developed only upon request of the producing group needing assistance.
- It is scheduled for the period when marketing assistance is most likely to be needed.
- It is conducted in cooperation with industry's own promotional efforts.

WHAT THE PROGRAM DOES

For the farmer: Broadens markets and improves returns.

For the food trades: Creates sales opportunities and stimulates consumer demands.

For the consumer: Calls attention to the time for buying the foods listed at an unusually low price and stabilizes food supplies and prices.

For the nation: Promotes efficient use of food abundances, through normal private trade channels, at very little cost to the Government.

HOW YOU CAN COOPERATE

Because of its voluntary nature, the success of the program depends on widespread cooperation from all who are engaged in any aspect of food marketing and food service.

Here are some suggestions:

Food wholesalers: Feature the plentiful foods information in bulletins to retailers, to restaurants, to institutions, to school food service operations.

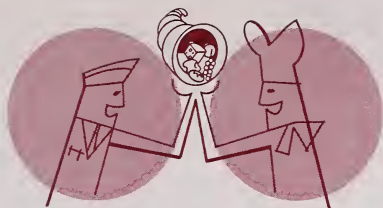
Food retailers: Intensify the promotion of plentiful foods in advertising and in displays.

Quantity food services: Use the plentiful foods and highlight them in your menus.

Press, television, radio and other media: Advise consumers of the plentiful foods and the many ways of using them.

Organized groups: Help to publicize and "give mileage" to the plentiful foods information.

Consumers: Stretch your food budgets by buying plentiful foods.



WHO TO CONTACT

The Plentiful Foods Program is conducted by the Consumer and Marketing Service, with food marketing specialists in area offices in 5 major cities and in field offices in other principal food markets throughout the country.

Upon request, copies of the monthly plentiful foods bulletins will be sent regularly to persons and organizations involved in or associated with major elements of the food trades. Requests should be made to the nearest Food Distribution Area Office.

Press, radio, television, and other media may receive the plentiful foods bulletins and other materials from the Information Division of C&MS.

Address your inquiry to one of the following:

Food Distribution Area Office
Consumer and Marketing Service
U.S. Department of Agriculture
346 Broadway
New York, New York 10013

Food Distribution Area Office
Consumer and Marketing Service
U.S. Department of Agriculture
50 Seventh Street, N.E.
Atlanta, Georgia 30323

Food Distribution Area Office
Consumer and Marketing Service
U.S. Department of Agriculture
536 South Clark Street
Chicago, Illinois 60605

Food Distribution Area Office
Consumer and Marketing Service
U.S. Department of Agriculture
500 South Ervay Street
Dallas, Texas 75201

Food Distribution Area Office
Consumer and Marketing Service
U.S. Department of Agriculture
630 Sansome Street
San Francisco, California 94111

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